



Style Guide

coop4cbd

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LOGO

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COLOURS

4



HEX #EFF2F8

Light backgrounds

CMYK 4/2/0/0

RGB 239 242 248

HEX #4BDBA3

Primary colour green

CMYK 60/0/51/0

RGB 75/219/163

HEX #0042B7

Primary colour blue

CMYK 94/81/0/0

RGB 0/66/183

HEX #001B4B

Dark backgrounds

CMYK 100/92/36/45

RGB 0/27/75

JOST

Headings

Body text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Used in website and promotional materials

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Used in presentation, deliverable and milestone templates

VISUALS

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VISUALS / Images

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MISSION



GOAL



OBJECTIVES



The presentation template consists of several slides:

- Header Slides:** A white slide at the top left contains the COOP4CBD logo (blue stylized leaves and the text "coop4cbd") and a placeholder for "Your logo". It also includes fields for "Title of the presentation", "Presenter", "Affiliation", and "Event / Date / Location". A small note states: "Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the EU nor the EC can be held responsible for them." Below this is a slide with a large green gradient background.
- Content Slides:** The main slide has a green gradient background and features a large "Content" placeholder. It includes a "Title of the slide" field on the left and a "Thank you for your attention!" message on the right, along with "Presenter" and "contact details" fields.
- Footer:** The bottom of the slide features the COOP4CBD logo, the text "Coming soon www.coop4cbd.eu", and social media icons for Twitter and LinkedIn.

BRANDING / STICKER

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BRANDING / BANNER

10



COOP4CBD

COOPERATION FOR THE CONVENTION
ON BIOLOGICAL DIVERSITY

Background

Biodiversity is declining at unprecedented rates, which will lead to significant consequences at a global scale. To mitigate and reverse these processes, transformative change is required across scales including a fundamental, system-wide reorganisation in technological, economic and social factors, including paradigms, goals and values. The implementation of such changes would result in biodiversity being valued, conserved and restored.

Implementation of multilateral environmental agreements, including the Convention on Biological Diversity (CBD), evolves as more and better knowledge and information become available. As such, facilitating technical and scientific cooperation is an essential aspect for decisions under the Convention to be informed by the best available knowledge and advice, which will lead towards the achievement of the 2050 Vision.

Mission

COOP4CBD will develop and implement an effective approach to engage experts to support the EU, Member States and associated countries with positions, briefings and evidence to support their negotiators in the CBD processes. The project will also improve the access to European expertise through enhanced mechanisms for technical and scientific cooperation, and through targeted capacity-building. Furthermore, COOP4CBD will contribute to the development of an effective monitoring and review process for the implementation of the Kunming-Montreal biodiversity package by the CBD Parties.

Partners

9 partners organisations across 5 EU member states, Norway and the UK

- FRB Foundation for Research on Biodiversity
- RNI Royal Belgian Institute of Natural Sciences
- FEI Finnish Environment Institute
- Ablanet
- NIN Norwegian Institute for Nature Research
- PERI Periot Publishers
- CEC Centre for Ecological Research
- NMNH National Museum of Natural History
- UNEP-WCMC United Nations Environment Programme World Conservation Monitoring Centre

Duration

December 2022 – November 2026

Project coordination team

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